



The *Ottawa Regional Cancer Foundation's Courage Campaign* formed in 2003. When the *Cancer Foundation* began the Courage Campaign's quiet phase, the government of Ontario had yet to approve the expansion of facilities in the region. A feasibility study had been completed which identified a number of expansion scenarios. The preferred scenario was the two-site expansion. The initial private sector need was identified at approximately **\$15M-\$16M** for expansion, and **\$5M** for local cancer research.

In 2004, the decision was made by the government that expansion in Eastern Ontario would include a major addition to *The Ottawa Hospital* (General Campus) Cancer Centre (OHCC), and a new facility at the *Queensway Carleton Hospital* (QCH), coupled with a closure of *The Ottawa Hospital* (Civic Campus) Cancer Centre facilities.

Given this decision, the Campaign Cabinet began offering two construction & expansion options to donors; they were invited to support expansion either through an unrestricted contribution to the Courage Campaign or specific gifts to either expansion site. Donors then chose where to direct their money.

In 2005, the *Ottawa Regional Cancer Foundation* publically launched the Courage Campaign. Leaders from *The Ottawa Hospital Cancer Centre*, *Queensway Carleton Hospital*, and the Ottawa community were present. The public campaign target was announced at \$20 million. By February 2007 the *Queensway Carleton Hospital Foundation* and the *Ottawa Regional Cancer Foundation* signed a formal partnership agreement.

When the Courage Campaign wrapped up Phase I — it had **exceeded its \$20 million fundraising goal** — raising \$20.5 million for the expansion of cancer services in our community and local cancer research.